Shoot
to
THRILL

Shoot to THRILL

~ PLAY TO KILL ~

Who me?

- Michael Mowbray
  - M.Photog., Cr.
  - DeForest, WI (suburb of Madison)
  - Residential studio
  - Won a bucket full of awards (BOS, PPA POY, Kodaks, Fujis, etc)
  - Boutique approach to portraiture
    - Low volume, high average sale
  - Canon

What you shoot?

1. Weddings
2. Seniors
3. Corporate headshots
4. Commercial
5. Newborns/children
6. Families
7. Watcha got?

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What does it mean?

- *Shoot to Thrill*
  - Thrill our clients at every opportunity
    - Images
    - Experience
    - Products
    - Value
    - Create a *tribe* of motivated fans

What does it mean?

- Good enough is not good enough anymore
  - You need to *remarkable*
    - *What is "remarkable"?*
  - Gotta push outside your comfort zone
  - Need to swing for the home runs
  - Compelling lighting and posing
  - Unique + variety

- Purple Cow

What stories are your clients telling about *you*?

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Change vs. the Status Quo

There is the mistake of overdoing the defense of the status quo, the error of investing too much time and energy in keeping things as they are.

And then there is the mistake made while inventing the future, the error of small experiments gone bad.

We are almost never hurt by the second kind of mistake and yet we persist in making the first kind, again and again. -- Seth Godin

What does it mean?

- Take some risks, experiment, try new things
- Look at challenges from a new direction

NEW CLIENTS, NEW WORLD

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The Entitlement Generation

- Everything is instantly available
  - If it isn't, then they move onto the next readily available option
- I deserve the best
  - Coach, iPhone 5, Buckle, Ugg, Hollister, Starbucks
- I don't need to earn it
  - The erosion of reps
- I'm special

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The Entitlement Generation

- *Everything is instantly available*
  - Comprehensive yet breezy web site
  - Rapid response to email and FB posts/messages
  - Texting
- *I deserve the best*
  - Offer the best; finished, quality products
- *I don't need to earn it*
  - Find what entices each rep on a 1 to 1 basis
- *I'm special*
  - Then make them feel special every step

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Becoming a Purple Cow with The Entitlement Generation

- People don't want to be marketed to...at least that's what they say
- But...
  - They want to entertained
  - They want to feel important
  - They want to know you care about them
  - They want to feel like your only client
  - They want to feel unique
    - But...they also want to be comforted in knowing that other people have made similar purchases
    - " Customizing the Common "
  - They want it to be easy to make a purchase

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Becoming a Purple Cow with The Entitlement Generation

- Must *stand out* with something they *desire*
- The commonality of becoming too successful
  - Has hurt traditionally higher volume, successful studios
    - Sameness can be deadly
    - Dropping numbers despite the quality

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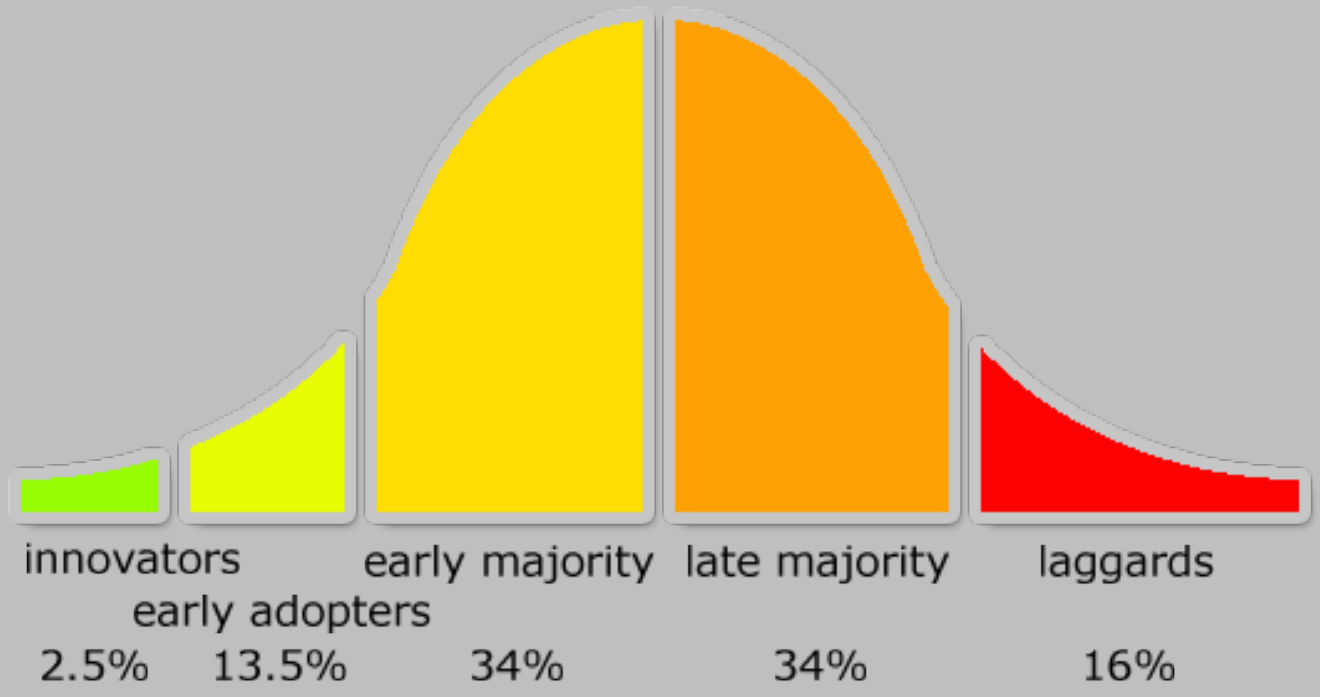
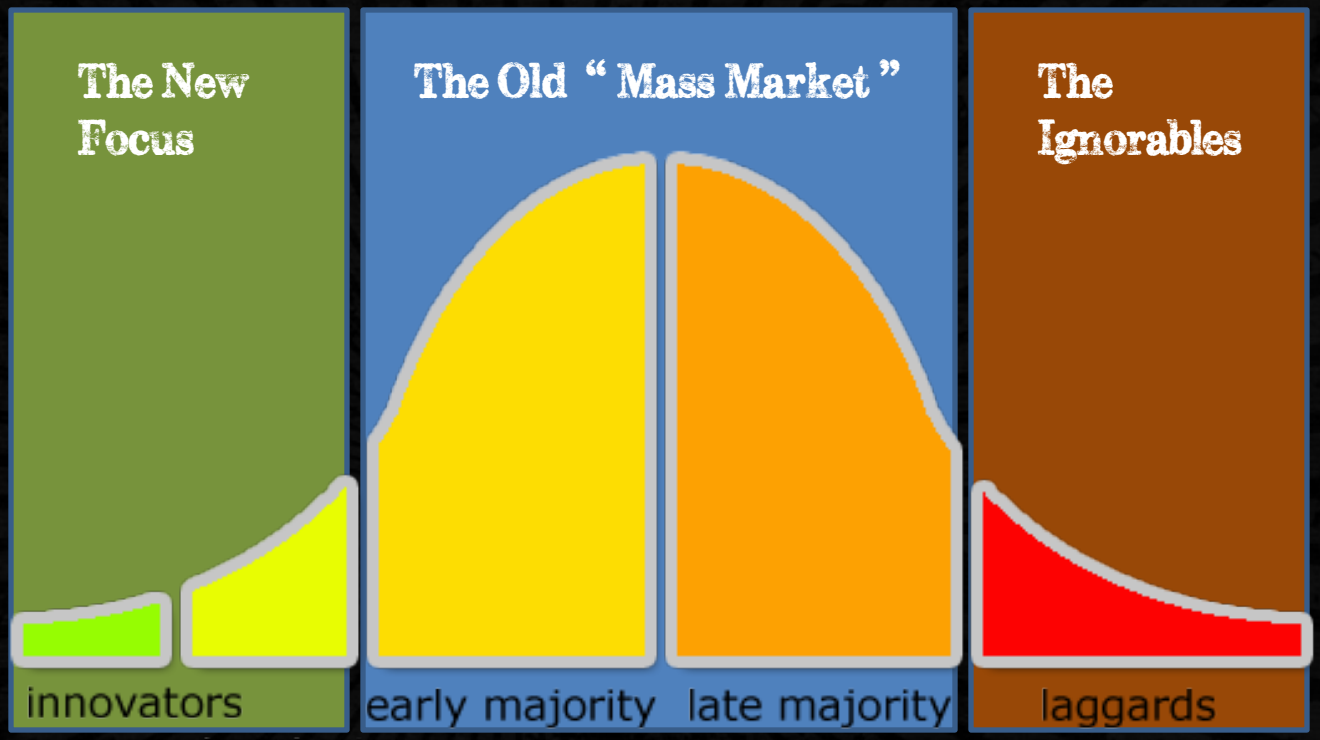
Becoming a Purple Cow with The Entitlement Generation

- Be *remarkable*
  - Make your business remarkable and you will get people talking about it.
  - You don't just want clients; you want *fans*.
    - Create your *tribe*: empowered fans and cheerleaders.
  - Power of word of mouth marketing.

Throwing you a curve



Throwing you a curve



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The New Focus

- Innovators and Early Adopters
  - Who are they for you?
    - What clients crave your latest and greatest?
      - Start there
      - What are their characteristics?
      - Where else do they shop?
      - Where do they live?
      - Who are their friends?
      - What music do they listen to?
      - What did they have for breakfast?

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Be remarkable.

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The Work

- Bring some mystery back

The Work

- Are you mastering the craft of lighting?
- Are you mixing it up? Are you using all the tools in your arsenal?
  - Different light qualities (soft, hard)
  - Different light sources (strobe, window, ringlight, continuous)
  - Different light directions and patterns

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Light quality

- Soft light is easy, right?
  - Big double-baffled light source + close to the subject = soft light
  - Add in a reflector for fill plus a kicker for hair and separation and you can sell that all day long, and twice on Sunday (I don't work on Sunday)
  - But...It all starts to look the same after awhile
    - Harder to sell large numbers of poses (for seniors)

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Let's mix it up a little...

- All speedlites controlled by RadioPopper Jrx and RP Cubes
- 1x4 strip box with egg crate as key
- 1x4 strip box with egg crate as edge
- 1x3 strip box up high (9') and behind as hair light
- 4x6 super silver reflector as fill

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Let's mix it up a little...

- All speedlites controlled by RadioPopper Jrx and RP Cubes
- 1x4 strip box with egg crate as key
- 1x4 strip box with egg crate as edge
- 1x3 strip box up high (9') and behind as hair light
- 4x6 super silver reflector as fill
- Overlay from Graphic Authority for pattern
- Detail and colors punched up in Topaz

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Let's mix it up a little...

- All speedlites controlled by RadioPopper Jrx and RP Cubes
- Larson 48" Lightbender as key
- Larry Peters Eyelighter reflector underneath as fill
- (2) 1x4 strip boxes with egg crate as edge

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Let's mix it up a little...

- 1 speedlite in a 20" Westcott Rapidbox as key
- 1 speedlite outfitted with a Snootzie in the adjacent box
- All fired eTTL using the RadioPopper PX system

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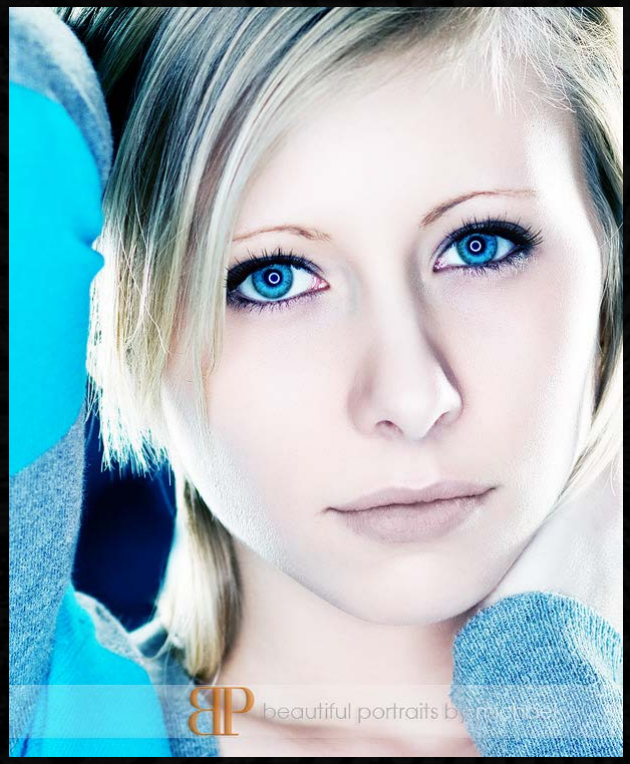
Let's mix it up a little...



- AlienBee ringflash with Moon Unit adapter
- (2) 1x4 strip boxes with egg crate as edge
- 1x3 strip box up high (9') and behind as hair light
- Post processed with Feeling Blue Photoshop action

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Let's mix it up a little...

- Lowell ID video light
- Post processed with Blue Suede Badass LR preset

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Let's mix it up a little...

- All Nissin di866 Mark II speedlights trigged with RadioPopper PX system
- Key light is a new prototype parabolic umbrella; soft plus directional!
- (2) 1x2 Firefly strip boxes from Denny Mfg as edge
- Round silver reflector as fill
- Post processed with Orange Magento Pushup LR preset
- Photographed at SPI

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Let's mix it up a little...

- All speedlites controlled by RadioPopper PX system in TTL
  - 2 bare off camera
  - 1 on camera as master
- 1/8000, f2.8, 15mm Fisheye, EC -.3, iso100
- Texture overlay applied
- Color and texture punched up in Topaz

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Shoot to THRILL ~ PLAY TO KILL ~

Let's mix it up a little...

- All speedlites controlled by RadioPopper PX system in TTL
  - 2 bare off camera
  - 1 on camera as master
- 1/1600, f4, 24mm, EC -.3, iso100
- Slight vintage treatment with my Desaturally Warm LR preset
- Color and texture punched up in Topaz

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Let's mix it up a little...

- All speedlites controlled by RadioPopper PX system in TTL
  - 2 bare off camera
  - 1 on camera as master
- 1/2000, f4, 24mm , EC -.3, iso100
- Texture overlay applied
- Color and texture punched up in Topaz and Nik Color Efex Pro

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Let's mix it up a little...

- Shot with camera on manual and speedies in eTTL
  - 4 speedlites fired in eTTL; 1 in 22" beauty dish; 2 in 1'x4' strip boxes; one bare to light background
  - Feeling a Little Blue PS Action

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Let's mix it up a little...

- Shot with camera on manual and speedies in manual with power controlled by RadioPopper Jrx with RP Cubes
  - Allows you to remotely turn the power up and down
  - 2 speedlites placed in a Westcott Apollo 50" softbox as key; rest is ambient

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Demystifying the Full Sun Portrait

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Demystifying the Full Sun Portrait

- **TTL**
- Sun behind the subject
- Av
  - Do we care once the ss hits faster than 1000th ?
- ISO 100
- f2.8: 1 OCF
- F4: 2 OCF
- OCF less than 10 feet from subject—the closer the better
- Trigger with RadioPopper or PW TT Flex or built in IR

- **Manual**
- Sun behind the subject
- Manual
  - Need to set at maximum X sync speed
- ISO 100
- 1/200th at f14 - f22
- 1 OCF good; 2 OCF better
- OCF less than 10 feet from the subject—the closer the better
- Trigger with whatever

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RadioPopper Demystified

- PX System
  - Works with TTL
  - Can achieve High Speed Sync
  - Best for outdoor battling the sun

- Jrx System
  - Works with manual flash settings
  - CANNOT do TTL
  - CANNOT do HSS
  - Best for inside or shade

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Save 10% at RadioPopper with this discount code:

RP10OFF

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Mixing it up: Part Deux

One session: Light, posing, locations, styles

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Let's mix it up a little: Julia's session

- Available light
- 1/50, f5, 200mm , iso200
- Color and texture punched up in Nik Color Efex Pro

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Does your natural light need a jolt?

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Let's mix it up a little...

- All speedlites controlled by RadioPopper PX system in TTL
  - 1 bare off camera; snooted with a *Snootzie*
  - 1 on camera as master (did not fire)
- 1/640, f4, 93mm , EC -.3, iso100
- Color and texture punched up in Topaz and Nik Color Efex Pro

Push it, push it real good.

Know what your client wants

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Let's mix it up a little...

- Two ocf speedlites (right) blended with sun as fill (left); TTL with RadioPopper PX
- 1/2000, f4, 135mm , iso100

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Let's mix it up a little...

- Direct sun
- 1/2500, f4, 144mm , iso100
- Processed in LR with my Desaturally Warm preset

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Let's mix it up a little...

- Direct sun as fill with 2 OCF speedlites as key
- 1/2500, f4, 97mm , iso100
- Punched up with LR preset Orange Magento Push

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What's trending

- Vintage
- Realism/Location
  - Not the classic " fake outdoor "
- Composites
- Fashion feel
- Dramatic

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Push it, push it real good.

Composites & post production

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Athletic Composites

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Keys to Compositing

- Shoot on a background that is easy to extract
  - Gray, white, black, green screen
  - Experiment and see what works best for you
- Good edge lighting is important
- Pay attention to the direction of light in the new background!
- Color overlays and textures help to meld everything together

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Compositing

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Compositing

- A lot of software options
  - Topaz ReMask 3
  - PS CS6
    - Quick selection tool
    - Make as clean of a selection of your subject as you can
    - Use “ Refine Edge ” to tighten the selection
    - Save as new layer with mask
    - If you use green screen, be sure to check “ Decontaminate color ”

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Fashion Feel

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Dramatic Outdoor

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Delivering *More*

Too often, in the race to charge less, we deliver too little. And in the race to charge more, we forget what it is that people want. They want more. And better. ~ Seth Godin

Experience

- It's all about the *experience* now
- What is <u>your</u> *brand experience*?

Your brand experience - from the client's point of view

- Contact and communication
  - What is the experience at first contact?
    - Web site
      - Easy to find?
      - Up to date and interesting?
      - Is your personality coming through?
      - Easy to navigate and find needed information?
      - How do they contact you via the web site?
    - Phone
      - Friendly and helpful?
      - Have you scripted your responses?
      - How do you describe your business?

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Your brand experience - from the client's point of view

- Contact and communication
  - What is the experience at first contact?
    - Email
      - How quickly do you reply?
      - Is your writing style friendly yet professional?
      - Have you scripted your reply emails? Do they sound scripted, or personalized to the reader?
  - How do you handle the pricing questions?

Your brand experience - from the client's point of view

- Contact and communication
  - What is the experience at first contact?
    - Email
      - How quickly do you reply?
      - Is your writing style friendly yet professional?
      - Have you scripted your reply emails? Do they sound scripted, or personalized to the reader?
  - How do you handle the pricing questions?

Your brand experience - from the client's point of view

- What language do you use?
  - *Images & Portraits*, not pictures and photos
  - *Investment*, not price, charge or cost
  - *Sitting & Session*, not photoshoot or shoot
  - *Preview*, not proof
  - *Ordering* session
  - *Collections*, not packages

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Your brand experience - from the client's point of view

- What is the first thing your client sees?
  - Signage
  - Landscaping
  - Clean vs. clutter?
  - Well displayed products and examples
- What else engages the senses?
  - Smell: today's lunch or appealing fragrance
  - Touch: are there products to handle?

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Your brand experience - from the client's point of view

- Sound: Are you playing *their* music?
- What is the session experience?
  - Fun, engaging
    - Keep the subject totally engaged
      - Are you futzing with equipment? Low key and quiet? Is there a lot of downtime between changes?
        - » Don't give them time to think, question or analyze
      - Give energy
      - Keep the conversation charged
      - Quick set and background changes
      - Makes the session a whirlwind experience
        - » Magician in the camera room

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Your brand experience - from the client's point of view

- What is the session experience?
  - Make the client feel like a star
    - Consultation
      - Make them feel like they are important (they are) and that they are being heard
      - In-person is ideal; Skype is cool; online form is okay
      - Private Pinterest boards for wardrobe consultations
    - Greet them at the door; help them bring in their stuff
    - Use their name over and over; call the parents by name, too
    - Name on the changing room door
    - Gift bag
      - Water bottle with logo
      - M&Ms and mints
      - MIO Energy

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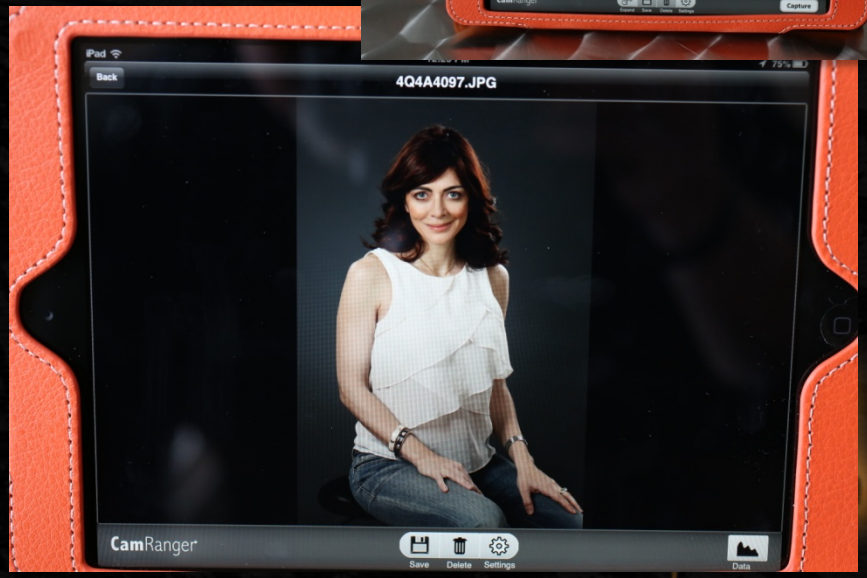
Your brand experience - from the client's point of view

- Teasers
  - Facebook post and Tweet the morning of the shoot
  - Instagram a pullback (if you have an assistant) or a back of camera shot (taken with your cell)
    - Friend and tag
  - That's <u>all</u> they see before the ordering session
    - Or is it? ☺

Your brand experience - from the client's point of view

- Parent experience
  - Cam Ranger (available from Dury's) feeds an app on an iPad mini
  - Images flash on screen as they are captured
  - Builds experience and excitement for parent(s)
    - Confidence in your abilities
    - Makes them crave the final product more as they wait for the ordering session
      - They received a little taste, but nothing that they can view for a length of time and satisfy their need (which is the problem with online previews or preview books)



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Shooting for the “Thrill”

- Work, service, experience:
  - Blow them away at every opportunity
  - Create a custom experience
  - Create empowered *fans*

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What does it mean?

- Offer top-end, unique, *finished* products
  - Wall art, albums, metals, image boxes
  - NOT JUST DISCS!

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What does it mean?

SELLING

- Prints vs. digital
  - The battle of “good” vs. “evil”
- Would a chef spend all day shopping for and selecting only the best ingredients, then creatively combine them into a wonderful meal, then hand everything over to a beginner cook armed with a microwave?
- Why hand over your creative blood, sweat and tears and allow someone to Picnik and Instagram it to death, and “perhaps” make a print...at Walgreens?
- The market will not allow you to earn enough to support a family by selling discs.

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What does it mean?

Selling

- **Projection vs. Proofs vs. Online**
  - One is best, one is "okay" and one is "death" Which is which?
  - Projection = highest sales averages and highest profit
    - Not uncommon to hear of $2000+ averages from those who project
  - Proofs
    - Can be good, but must tightly manage and control process
    - Large deposit on books
    - Discourage scanning
    - Require orders within 48 hours
    - Sell the book, too.

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Help them invest

- Thrill the client while earning your due
  - Most people will gladly part with their money if you can thrill them throughout the process, and most importantly, engage their *emotions* during the ordering session
  - You're not selling (though selling is not a dirty word); you are helping them invest in valuable, emotion-satisfying art

Help them invest

- My system
  - Totally revamped
  - Ordering sessions with Proselect
  - Custom built collections via the WWAWSD system
    1. Wall Portraits
    2. Wall Art (Clusters, Collages)
    3. Albums, Books, Folios, Image Boxes
    4. Wallets
    5. Small portraits (8x10 and smaller)
    6. Digital

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WWA WSD System

- Small prints = $90
- Buy from Category 1, save 25% on small portraits
- Buy from first 2 categories, save 50 % on small portraits
- Buy from first 3 categories, save 75 % on small portraits
  - 8x10 = $22.50

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Gift with purchase

- Gifts as rewards for hitting price points
  - $999 = Sticky Album
  - $1299 = Animoto DVD + Facebook images
  - $1599 = Spiral bound flipbook
  - $1999 = Digital copies of all or select files (their choice)

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Sticky Albums

- Custom photo app for iPhone, iPad and Androids
- http://www.stickyalbums.com/
- Easy to share with friends and family
  - Doesn't give them any files to print or strip and put on Facebook; but they can share the app to Facebook, Twitter and Pinterest

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Products

Variety and Quality and Uniqueness

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Drama On Location = Canvas!

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Make mine a cluster!

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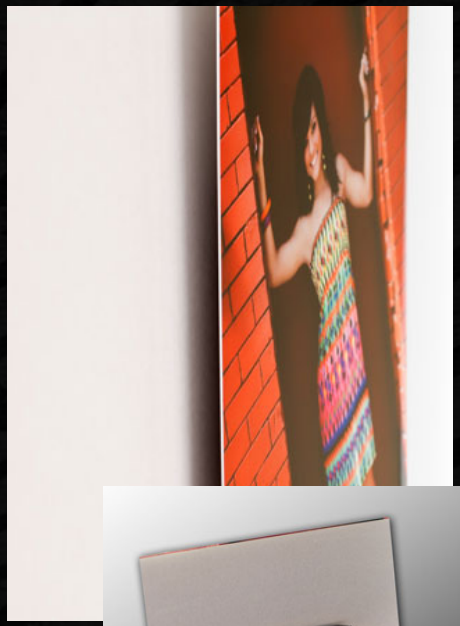
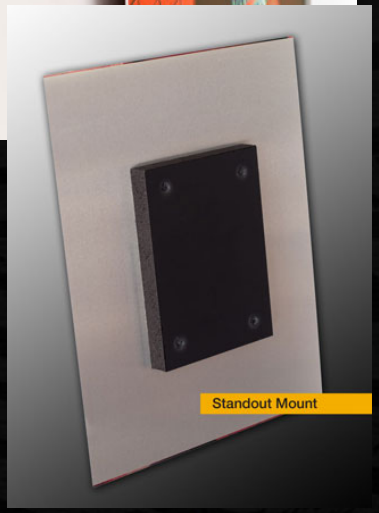
Metal Prints





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Albums and Books

- 8x8 Econo Layflat Albums from ACI
  - $49.90 for 7 spreads with photocover!

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Albums and Books

"We live in a wonderful world
that is full of beauty charm
and adventure. There is no
end to the adventures we can
have if only we seek them
with our eyes open"
Jawaharlal Nehru

Build from scratch, use templates or use a service like www.rebooku.com

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Image Boxes

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Play to Kill

Marketing in the Post Modern World

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Play to Kill

- " Cry 'Havoc,' and let slip the dogs of war "
  - From Shakespeare's *Julius Caesar*
- We need to be ruthless (but fair and ethical) marketers and competitors
  - Must scratch and claw and fight for our right to exist
  - You gotta " go to the mattresses "

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Marketing in the post modern world

- Direct mail?
- Facebook?
- Pinterest?
- Twitter?
- Spokesmodels?
- Texting?

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What I am doing

- Posters
  - Conceptual sports posters
    - Require lighting skills and post production techniques that newbies can't match
  - Gets you front and center with the athletes and parents
  - Gets awareness in the school and community

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Posters

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Marketing

- Anti mass marketing
  - List of “ ideal ” seniors
  - Will receive a box in the mail. Inside:
    - 5x7 card on top with personalized invitation
    - 5x7 card to describe the “ Anything Session ” experience
    - 5x7 trifold brochure teasing for high end products
    - DVD showing highlight images
    - A stamped postcard for them to send five of their friends’ names and address back to (with an option to do it online, too); if they do it, their session price is $79, and their friends get the promotional $129 price (and a chance to give me 5 names to earn the $79 session price)
    - Each friend now gets the mailing box and the same offers
    - For each friend who books and orders, the senior gets an additional Facebook image, a chance to earn free stuff, and a $25 gift card to their favorite store

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Marketing

- No purchased list
- No mass direct mail
- No huge print runs
- No mall display
- No reps
- No ads
- 100% different; 100% personal

Bold Prediction

- Boutique is where it will be at
  - "Quantities" have gone to the SABs and the digirazzi
  - Fewer care about senior portraits overall
    - Same goes for weddings, and likely all other mainline portraiture
  - Positioning: Low quantity, high touch, high quality, fantastic experience, high investment

Be remarkable.

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Thanks

- Primary Sponsor:
  - American Color Imaging www.acilab.com

- Everything you could want in a lab...and then some.

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Additional Sponsors

- Nissin Flashes USA

- A lotta flash with an economical price

- RadioPopper

- Save 10%: RP10OFF

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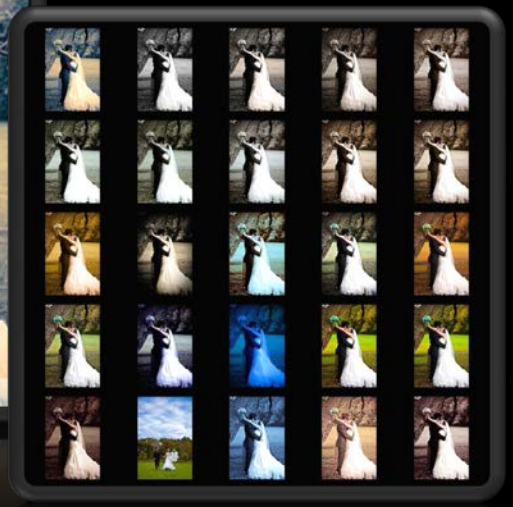
Preset-O-Rama LR Presets and *Textureland* Gritty Textures

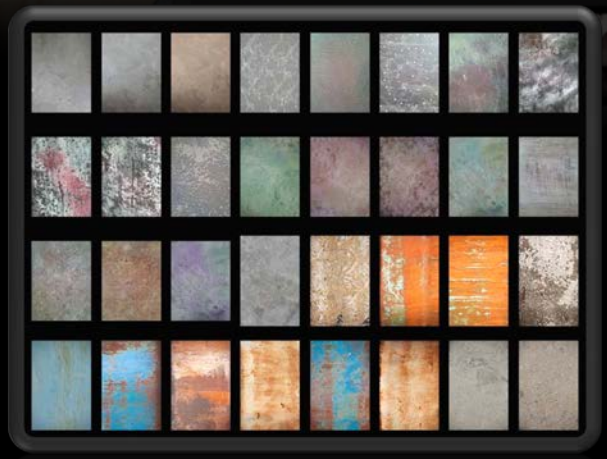
Preset-O-Rama:

- 60+ Custom LR presets that I use everytime I process
- Regular: $79

Textureland Gritty Textures:

- 80+ textures
- Regular: $79
- FPP special: $49 COMBO PRICE - GET BOTH!





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M FORTANT
DETAILS
INDIRECT AMBIENT
TECH SPECS
Canon 5D MKII w/24-105L at 28mm; Av; 1/125th @f5.6, ISO 800; color treatment via my Chocolate Thunder Lightroom preset; lens distortion corrected in Photoshop CS4. 4:46pm
THOUGHTS
This is a good example of using a light cove or light "tunnel". The narrow alley served to channel the indirect ambient light towards the subjects while reflecting just a little fill light onto them. The pose was chosen to reflect their hipster/slacker personalities, and they played it to the hilt. Don't be afraid to use high ISOs on the newer cameras -- this image went Loan. :)
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PHOTOGRAPHER, TEACHIFIER, EVANGELIST

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